of being established, e.g. cure for baldness;

(xii) Scientific or statistical excexpts from techniacl literature etc. must be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon must not be used to make claims appear to have a scientific basis they do not posses, statistics of limited validity should not be presented in such a way as to make it appear that they are universally true;

(xiii) advertisers or their agents must be prepared to produce evidence to substantiate any claims or illustrations.

(xiv) advertisements should not contain disparaging reference to X'ioth^r product or service.

(xv) imitation likely to mislead viewers e ren though it may not be of such a kind as to give room for legal action or be deemed as breach of copyright must be avoided;

(xvi) visual and verbal representation of actual and comparative prices^ and costs must be accurate and should not mislead on account of undue emphasi$_3$ o$_r$ distoration;

(xvii) testimonials must be genuine and must not be used in a manner likely to mislead the viewers. Advertisers or the agencies must be prepared to produce evidence in support of any testimonial and any claims it may contain.

3. In all other respects, the Director General, Doordarshan will be guided for purposes of commercial telecasting in Doordarshan by the code of Ethics for Advertising in India, as modified from time to time.

4. Notwithstanding anything contained here in, this Code is subject to such modifications/directions as may be made/issued by the Government of India *ivorn,* time to time.

Import of fertilizers

566. SHRI PARVATHANENI UPENDRA: WiH the Minister of AGRICULTURE be pleased to state:

(a) what i$_s$ the total quantity of fertilizers proposed to be imported i^n the country during the year 19SG-S7 and the value of the foreign exchange component of its cost; and

(b) whether any loan or aid has been offered by the World Bank or any other international agency to meet the foreign exchange requirements for the import of fertilizers?

THE MINISTER OF STATE IN THE DEPARTMENT OF FERTILIZERS (SHRl K. NATWAR SINGH): (a) and (b) The quantity of fertilizers to be imported during, the year 1986^87 will depend on the actual requirement to meet the consumption of fertilizers in the country, keeping in view the indigenous production and the stock which is already on hand.

This is reviewed periodically and imports are regulated according to the needs. Fertilizers will be imported from countries with which Government of India have got trade agreement for payment in rupees, against credit arrangements and partly against foreign exchange including what will be available under a componentt of Cooperative Fertilizer Industry Project negotiated with the Worid Bank.

Increasing yield of foodgrains

567. SHRI PARVATHANENI UPENDRA: Will the Minister of AGRICULTURE be pleased to state:

(a) whether Government are aware that inspite of increase in the production of foodgrains to about 150 million tonnes, the per hectare yield in India is one of the lowest; and

(b) if so, the measures being taken by Government to increase the per